

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY ALGIERS

AMEMBASSY BUENOS AIRES

AMEMBASSY VIENNA

AMEMBASSY BRUSSELS

AMEMBASSY BRASILIA

AMEMBASSY OTTAWA

AMEMBASSY BOGOTA

AMEMBASSY COPENHAGEN

AMEMBASSY QUITO

AMEMBASSY HELSINKI

AMEMBASSY BONN

AMCONSUL HONG KONG

AMEMBASSY NEW DELHI

AMEMBASSY JAKARTA

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMEMBASSY ROME

AMEMBASSY TOKYO

AMEMBASSY SEOUL

AMEMBASSY MEXICO

AMEMBASSY THE HAGUE

AMEMBASSY LAGOS

AMEMBASSY OSLO

AMEMBASSY MANILA

AMEMBASSY JIDDA

AMEMBASSY SINGAPORE

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AMEMBASSY PRETORIA

AMEMBASSY MADRID

AMEMBASSY STOCKHOLM

AMEMBASSY BERN

AMEMBASSY TAIPEI

AMEMBASSY BANGKOK

AMEMBASSY LONDON

AMEMBASSY CARACAS
AMEMBASSY BELGRADE
AMEMBASSY KINSHASA
AMEMBASSY PARIS

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FOLLOWING TELEGRAM FROM CANBERRA DATED OCTOBER 18, 1977 SENT
SECSTATE WASHDC INFO BRISBANE, MELBOURNE, PERTH, SYDNEY IS RE-
PEATED TO YOU: QUOTE

UNCLAS CANBERRA 7235

FOR WASHINGTON COMMERCIAL ACTION GROUP
SYDNEY ALSO PASS INTERNATIONAL MARKETING CENTER

EO 11652: NA
TAGS: BEXP, AS
SUBJ: FOURTH QUARTER FINAL FY 77 CCP REPORT

REF: CANBERRA 4599

1. FOURTH QUARTER SAW CONCLUSION OF HIGHLY SUCCESSFUL YEAR
FOR AUSTRALIAN CCP.

2. EMBASSY DURING COURSE OF YEAR HAS REPORTED ON ADDITIONS
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TO AND DELETIONS FROM CCP AS CIRCUMSTANCES HAVE CHANGED. OF
ACTIONS REMAINING FOR FOURTH QUARTER, ALL BUT TWO NOTED
BELOW WERE COMPLETED.

3. CAMPAIGN MANAGER FOR COMMUNICATIONS EQUIPMENT (CAMPAIGN
3) DID NOT RECEIVE PROMISED MATERIAL FROM WASHINGTON FOR
COMMERCIAL NEWSLETTER ARTICLE CALLED FOR IN ACTION ONE.
CAMPAIGN MANAGER FOR CONSUMER GOODS (CAMPAIGN 4) WAS DIR-
ECTED TO DISCONTINUE PREPARATIONS FOR IN-STORE PROMOTION
IN AG
BZIDE (ACTION 12) BECAUSE OF ABSENCE OF UNDS IN
FY 78 BUDGET FOR THIS PROMOTION.

4. TURNING TO ANNUAL ASSESSMENT OF COUNTRY COMMERCIAL
PROGRAM, EMBASSY BELIEVES RESULTS UNDER CCP EXCEED THOSE
ANTICIPATED AT OUTSET AND THAT SEVERAL USEFUL OBSERVATIONS
CAN BE MADE.

5. IN AUSTRALIA WE APPROACH FORMULATION AND IMPLEMENTATION
OF CCP IN A VERY PARTICULAR WAY. THIS IS, WE BELIEVE,
ESSENTIAL IN PREVENTING CCP FROM BECOMING A STERILE "PAPER"
EXERCISE.

6. IDENTIFICATION OF CAMPAIGNS AND DESIGNATION OF CAMPAIGN MANAGERS IS DONE JOINTLY, AT AN E/C OFFICERS' CONFERENCE IN CANBERRA. THUS, WHILE THERE IS CENTRAL DIRECTION, PROGRAM BUILDING IS DONE FROM THE BOTTOM UP, AND CAMPAIGN MANAGERS ARE PERSONALLY COMMITTED TO THEIR CAMPAIGNS WELL IN ADVANCE. CAMPAIGN ACTIONS ARE DRAWN UP BY CAMPAIGN MANAGERS, EMBODYING ACTIONS THEY WISH TO ATTEMPT AND BELIEVE THEY CAN ACCOMPLISH.

7. COMMITMENT OF CAMPAIGN MANAGERS FREQUENTLY LEADS TO ACTIVITIES NOT ENVISAGED AT OUTSET OF YEAR. SOME ACTIONS LISTED AT OUTSET OF YEAR MAY BE SUPERCEDED OR DEEMPHASIZED AS PROGRAM EVOLVES. BECAUSE EMPHASIS IS ON CCP AS A PROGRAM
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GUIDE AND NOT AS A RIGID CHECKLIST, SUCH ADAPTATIONS FLOW EASILY AND NATURALLY.

8. EMBASSY BELIEVES THAT DEGREE OF INNOVATION WHICH APPEARS TO BE ATTRIBUTABLE TO THIS APPROACH DESERVES HIGHLIGHTING.

9. ACTIVITIES UNDER VISIT AMERICA CAMPAIGN, CAMPAIGN 1, IN PARTICULAR THE SYDNEY AND MELBOURNE SHOWS, HAVE BEEN WELL REPORTED. THESE SHOWS WERE NOT ENVISAGED AT START OF YEAR, RESULTED FROM LOCAL INITIATIVE, AND WERE SO SUCCESSFUL THAT APPROACH IS BEING EXPANDED FOR CURRENT YEAR.

10. TAKING A VTR/CATALOG SHOW ON THE ROAD WAS AN INNOVATIVE APPROACH BY MANAGER OF CAMPAIGN 5, METALWORKING AND FINISHING MACHINERY AND EQUIPMENT, TO VARIOUS PROBLEMS, INCLUDING THAT OF DISTANCES IN AUSTRALIA. IT PROVED ENORMOUSLY SUCCESSFUL AND SHOULD BE A PIONEER EFFORT FOR WHAT POSTS HOPE WILL BE NUMBER OF VTR'S SUITABLE FOR SUCH EFFORTS. WRAP-UP REPORT ON THIS TECHNIQUE IS CONTAINED IN SYDNEY'S A-42 OF AUGUST 23, 1977. EMBASSY'S MAJOR REGRET IN CONNECTION WITH THIS CAMPAIGN IS THAT POSITION OCCUPIED BY CAMPAIGN MANAGER HAS BEEN ABOLISHED, WITH ATTENDANT LOSS TO TRADE PROMOTION EFFORTS IN AUSTRALIA.

11. SIMILAR RESPONSE OF TAKING THE SHOW TO THE MARKET WAS UNDERTAKEN IN CAMPAIGN 6, FOOD PROCESSING AND PACKAGING EQUIPMENT, WHEN COMMERCIAL FISHING EQUIPMENT CATALOG SHOW WAS PROGRAMMED FOR AUSTRALIA. IN ADDITION TO SUCCESSFUL EXPERIMENT WITH TRAVELLING SHOW ALONG SOUTHERN COAST OF AUSTRALIA, AS A POST-SHOW INITIATIVE CATALOGUES WERE SENT TO PERTH FOR A LOCAL PROMOTION. SUCCESSFUL RESULTS FROM THIS LOW-BUDGET, HIGH RETURN INITIATIVE WERE REPORTED IN PERTH OM OF SEPTEMBER 27, COPY OF WHICH WAS SENT TO CMM.
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12. IN ADDITIONAL INITIATIVE IN CAMPAIGN 5 WAS BUSINESS INFORMATION CENTER AT AUSTRALIA'S INTERNATIONAL ENGINEERING EXHIBITION (-833). THIS WAS DEvised AS AN EXPERIMENT TO TEST MEANS FOR EFFECTIVE U.S. PRESENCE AT SHOWS WHERE EXHIBIT PARTICIPATION NOT POSSIBLE. RESULTS WERE REPORTED IN SYDNEY'S A-40 OF AUGUST 10.

13. IF ONE WERE TO LIST ALL OUTSTANDING EFFORTS UNDER FY 77 CCP, LIST WOULD BE MUCH LONGER. ABOVE UNDERTAKINGS ARE CITED AS EXAMPLES OF UNIQUE DEGREE OF INITIATIVE AND IMAGINATION ARISING OUT OF AUSTRALIAN CCP.

14. HAVING SUFFICIENT FUNDS IS EXTREMELY IMPORTANT IN ENCOURAGING AND SUSTAINING INNOVATIVE APPROACH ON PART OF CAMPAIGN MANAGERS. WE BELIEVE OUR APPROACH TO THIS IS SOMEWHAT UNIQUE, ALSO.

15. EACH CAMPAIGN MANAGER DRAWS UP IN DETAIL A QUARTER-BY-QUARTER BUDGET FOR HIS CAMPAIGN, WITH EACH E/C SECTION SUBMITTING AT SAME TIME A SIMILAR BUDGET FOR GENERAL E/C EXPENDITURES. THIS IS DONE UNDER THE GROUND RULES THAT FUNDS REQUESTED WILL GENERALLY BE MADE AVAILABLE, AND THAT FUNDS MADE AVAILABLE ARE TO BE USED. IN OTHER WORDS, A REQUEST BASED ON A VAGUE NOTION THAT IT MIGHT BE NICE TO HAVE FUNDS FOR SOME ILL-DEFINED INITIATIVE WILL VERY QUICKLY, THROUGH THE MONITORING OF CCP RESULTS AND EXPENDITURES, LEAVE REQUESTOR WITH EGG ON HIS FACE. BUDGES ACCORDINGLY ARE REALISTIC AND UNPADDED.

16. E/C OFFICERS ARE INFORMED AT BEGINNING OF EACH QUARTER, ITEM BY ITEM, AS TO FUNDS AVAILABLE TO THEM. AT THIS STAGE, CONTROL OF SPENDING IS PUT IN THEIR HANDS. OFFICERS KNOW PRECISELY AMOUNTS AVAILABLE AND FOR WHAT. IF NEW OPPORTUNITY ARISES DURING QUARTER, THEY KNOW ALSO THEY CAN REPROGRAM WITHIN BUDGET AVAILABLE TO THEIR E/C SECTION, SUBJECT ONLY
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TO CAVEAT THAT SPENDING WHICH DIFFERS FROM ORIGINAL BUDGET BE CONSISTENT WITH OVERALL OBJECTIVES.

17. SUCCESS OF THIS APPROACH QUITE OBVIOUSLY HAS DEPENDED ON STRONG SUPPORT AND COOPERATION FROM EMBASSY ADMINISTRATIVE SECTION. CANBERRA ADMINISTRATIVE SECTION HAS BEEN WILLING, SUBJECT OBVIOUSLY TO OVERALL BUDGET CONSTRAINTS FROM

WASHINGTON, TO RESERVE IN ITS OWN BUDGET PLANNING AN AMOUNT SUFFICIENT TO ACCOMMODATE E/C BUDGET. THIS, THEN, ELIMINATES MOST OF THE FINANCIAL UNCERTAINTY WHICH WOULD OTHERWISE PLAGUE CCP AND MAKES POSSIBLE LONG-RANGE PLANNING ON PART OF CAMPAIGN MANAGERS. WHILE IT WAS NECESSARY TO ELIMINATE TWO MAJOR SPENDING ITEMS DURING FIRST QUARTER FY77 CCP, GENERALLY SPEAKING FINANCES WERE NOT A LIMITING FACTOR IN FY 77 CCP.

18. AS TO HUMAN RESOURCES REQUIRED, ENTHUSIASTIC INVOLVEMENT OF ECONOMIC/COMMERCIAL OFFICERS IN COMMERCIAL PROGRAM WAS ACCOMPANIED BY "UNOFFICIAL" OVERTIME ON THEIR PARTS. UNFORTUNATELY, ELIMINATION OF ONE E/C POSITION IN SYDNEY AND CURTAILMENT OF TRADE CENTER PROGRAM WILL NECESSARILY CAUSE CUT-BACK IN COUNTRY-WIDE TRADE PROMOTION EFFORTS IN FY 78, EVEN WITH CONTINUATION OF "UNOFFICIAL" OVERTIME. THIS IS REGRETTABLE, AS EMBASSY BELIEVES THAT UNDERTAKINGS UNDER CCP HAVE HAD A DISCERNIBLE THOUGH UNQUANTIFIABLE IMPACT ON USG ECONOMIC AND COMMERCIAL OBJECTIVES IN AUSTRALIA.
ALSTON UNQUOTE VANCE

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